



Comprehensive Operations Analysis

Michael Burns
General Manager
October 2009



Presentation Overview

- Context for VTA Comprehensive Operations Analysis (COA) effort
- Description of COA components
- Policy development and market analysis
- Implementation
- Lessons Learned



Purpose and Need

- Attract riders to the system
- Make system more cost effective and sustainable
- Guide assessment of existing services and development of new services
- Maintain and improve financial health of VTA

System Sustainability Efforts

Community Design and Transportation (CDT) Program, 2002

Silicon Valley Express Lane Program, 2004

Transit Sustainability Policy, 2007

Comprehensive Operations Analysis, 2006-10

- *Bus 2008*
- *Bus Rapid Transit 2009*
- *Light Rail 2009*
- *Express Bus 2010*

COA Milestones and Products



Policy Development

October 2006
Core Principles

February 2007
**Transit Sustainability Policy &
Service Design Guidelines**

March 2007
**VTA Management
Assessment**

Data Collection & Analysis

August 2006
**VTA Passenger
Survey**

November 2006
**Transit Service
Evaluation**

February 2007
Market Segmentation Analysis

**Comprehensive
Operations
Analysis**

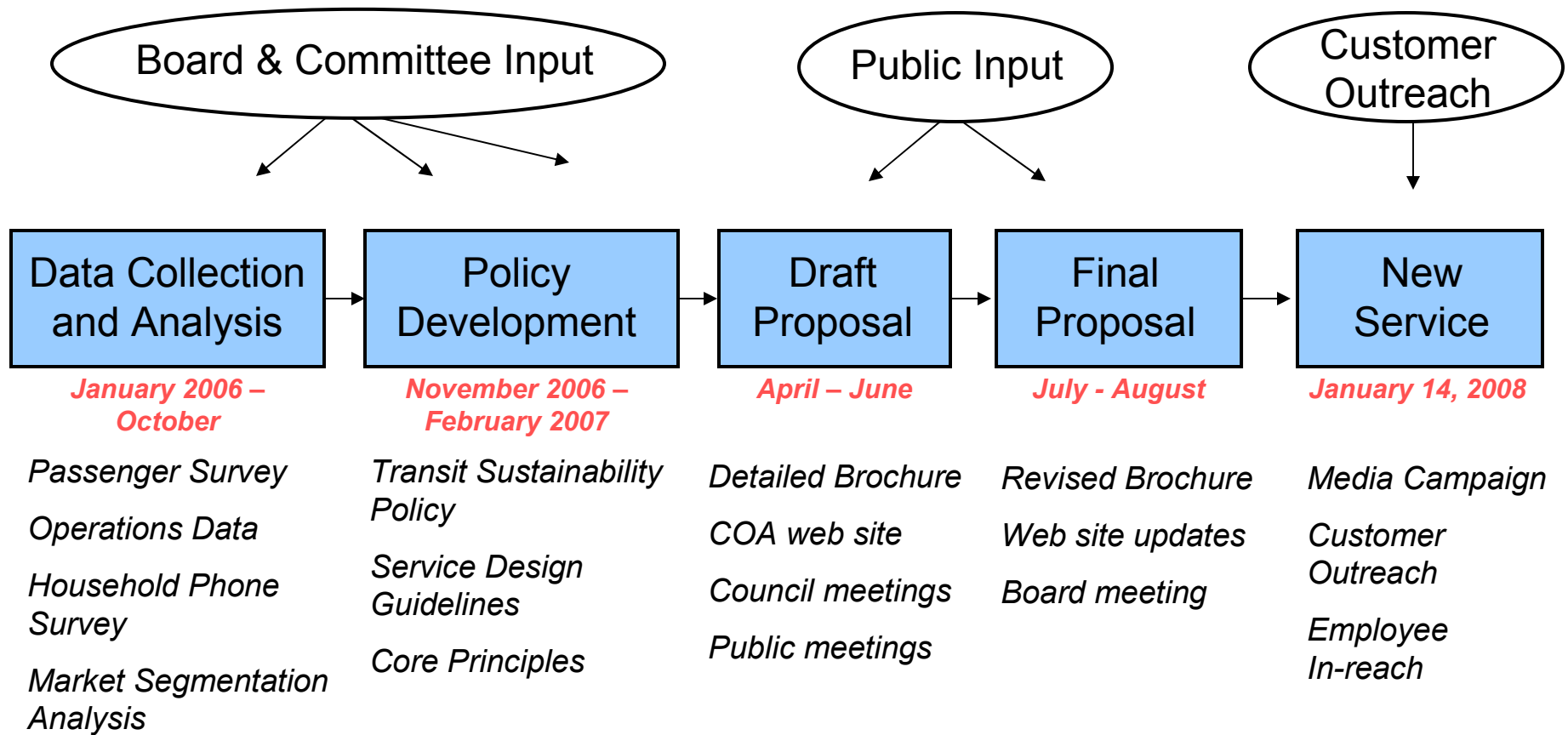
Capital Projects

Service Operating Plan

Marketing Strategies

Comprehensive Operations Analysis

Project Timeline



COA Outreach: Meetings



2006

Committees	VTA Technical Advisory Committee, VTA Policy Advisory Committee, VTA Committee for Transit Accessibility, VTA Citizens Advisory Committee
Stakeholders	Amalgamated Transit Union (ATU)
Board / Councils	VTA Board Workshop

2007

Committees	VTA Technical Advisory Committee, VTA Policy Advisory Committee, VTA Transit Planning & Operations Committee, VTA Committee for Transit Accessibility, VTA Citizens Advisory Committee
Stakeholders	North County Cities Group, West Valley Cities Group, Palo Alto, Silicon Valley Leadership Group, Moffett Park TMA, Los Gatos High School, Foothill Community College, Valley Medical Center, West Valley College, Fremont Union School District, Operations Supervisors, VTA Staff
Public Meetings	Hillview Branch Public Library, Great Mall Community Room, Lucie Stern Fireside Room, Mountain View City Hall, Gilroy City Hall, Campbell Community Center, San Jose City Hall
Board / Councils	Cupertino City Council, Saratoga City Council, Milpitas City Council, Gilroy City Council, Los Gatos Town Council, Sunnyvale City Council, Morgan Hill City Council, Palo Alto City Council, Campbell City Council, Monte Sereno City Council, Mountain View City Council, Santa Clara County Board of Supervisors, VTA Board of Directors

1. Improved **Ridership**, Productivity, and Effectiveness
 - *Operate service when and where there is sufficient mass of demand to meet ridership and revenue expectations*
2. Higher **Farebox Recovery**, Less Reliance on Subsidies
 - *Increase transit mode share by focusing resources to target markets where transit can compete effectively.*
3. Greater **Responsiveness to Customers**
 - *Define a core transit network of services that serve a variety of trip purposes, and a market-based network of services that serve specific customer needs.*
4. Effective Use of **Transit Investment and Resources**
 - *Establish performance goals and standards for productivity and effectiveness, and evaluate and adjust service and standards regularly for optimum effectiveness.*

The VTA Transit Sustainability Policy identifies performance standards for all new LRT stations and extensions.

Transit Sustainability Policy: Service Design Guidelines



Community Bus



Standard:
20 Boardings/Rev. Hour

Lines:
19 routes

Local



Standard:
30 Boardings/Rev. Hour

Lines:
36 routes

Express



Standard:
60% Seat Utilization

Lines:
12 routes

Bus Rapid Transit



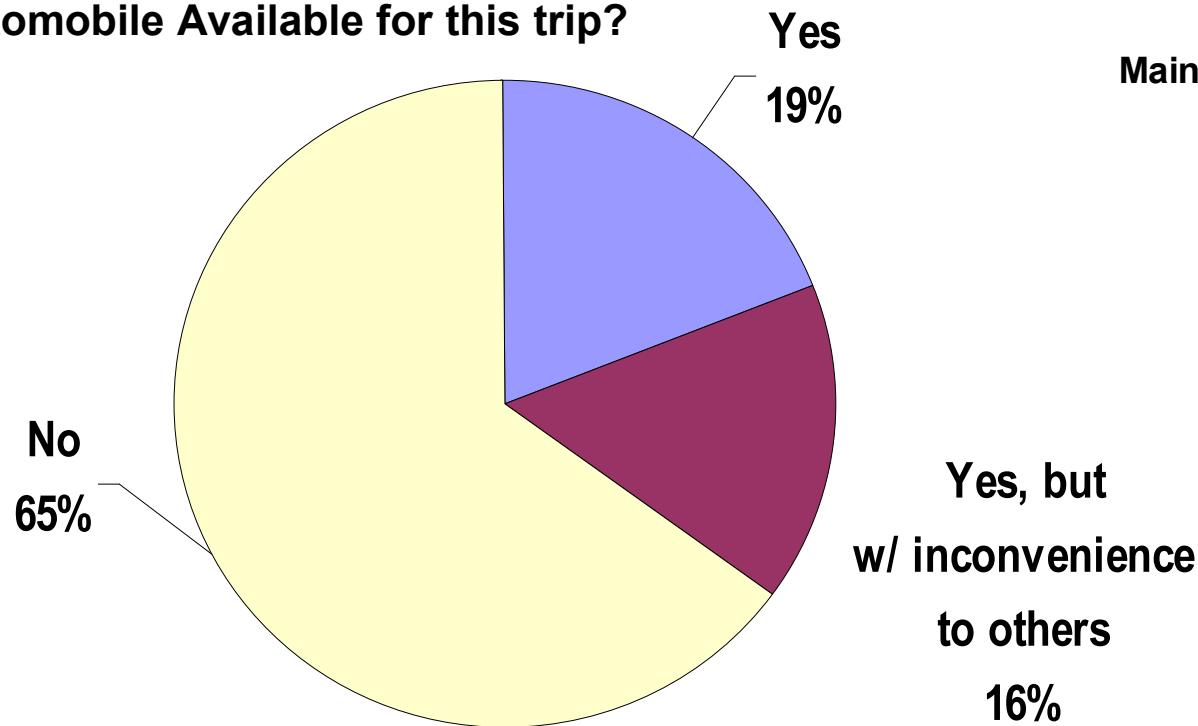
Standard:
300 Boardings/Station

Lines:
5 future routes

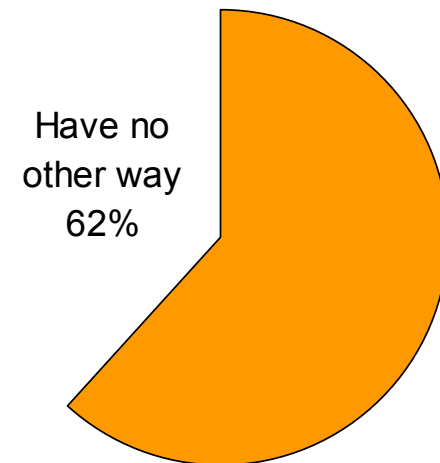
On-board Survey: Transit Dependency



Automobile Available for this trip?





















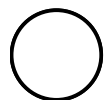
Main Reason for riding VTA Transit



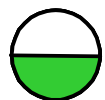
- The 2006 results follow a similar trend (68% No) as those of the 2000 survey
- According to Census data, 5.7% of Santa Clara households do not have a car

Six Santa Clara County Customer Segments

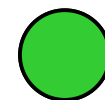
Customer Type	Time Sensitivity	Transit Tolerance	Price Sensitivity
Transit Trippers			
Mellow Movers			
LINKs & MINKs			
Boomers & Blazers			
Young & Restless			
Movers & Shakers			



Low

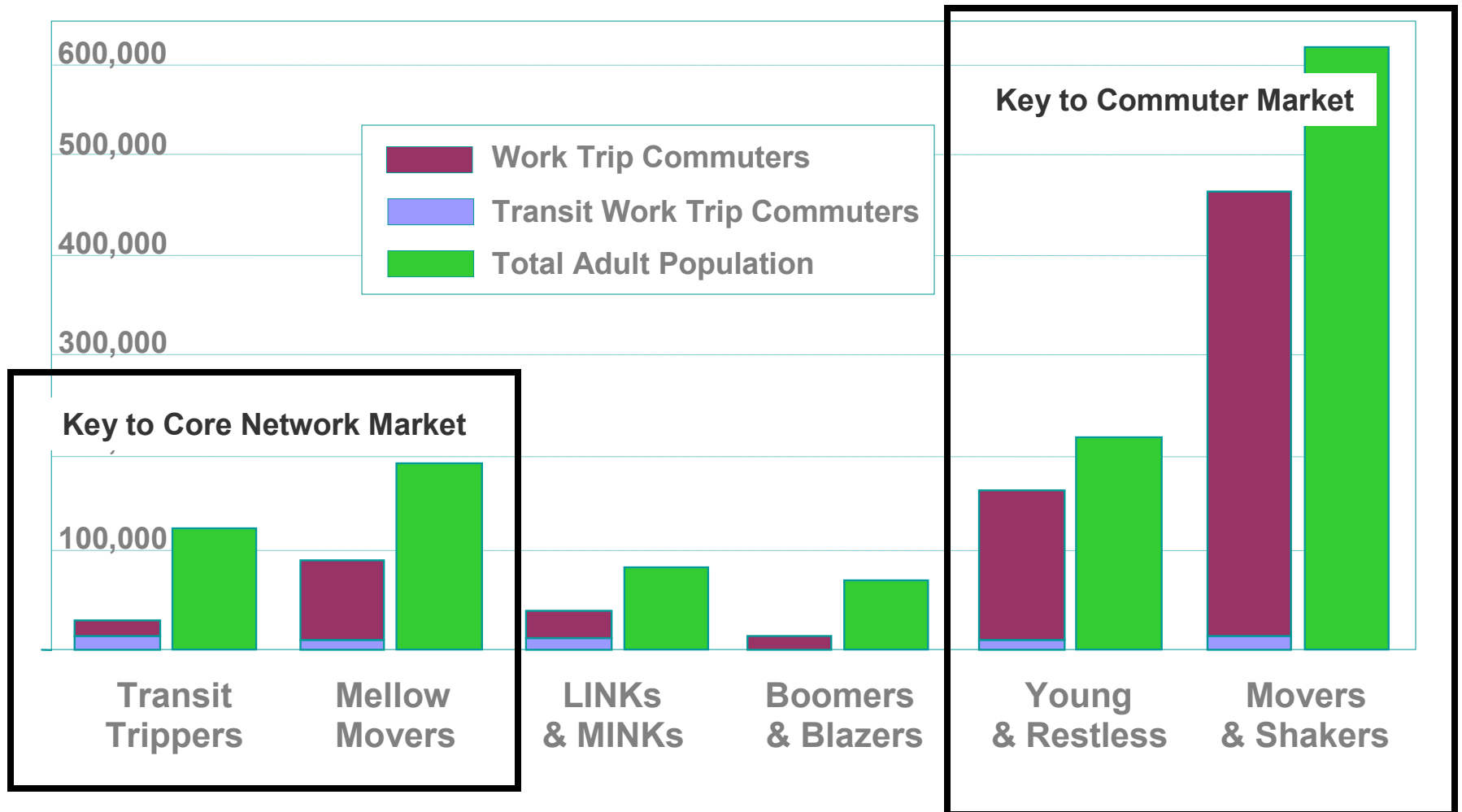


Medium

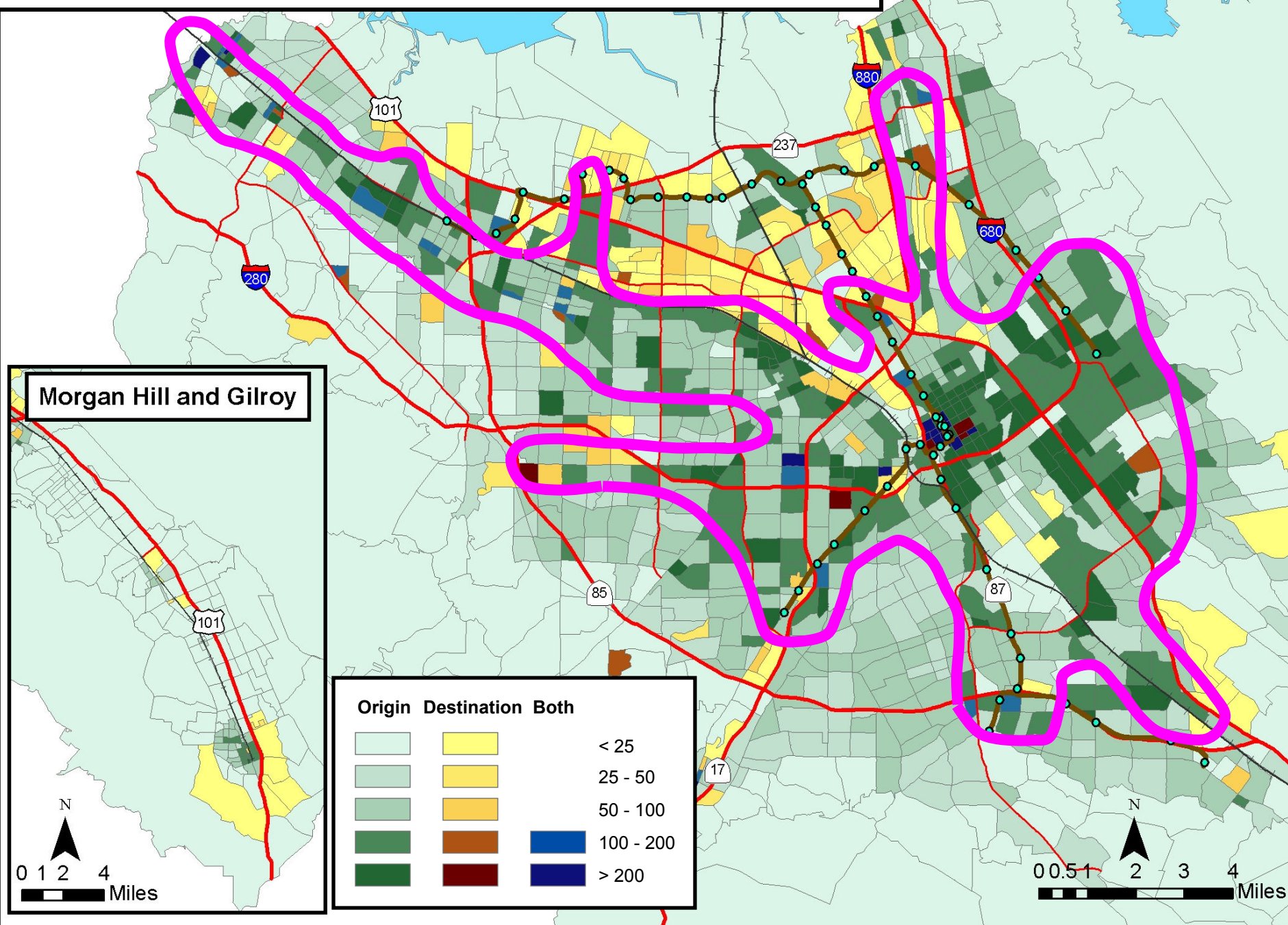


High

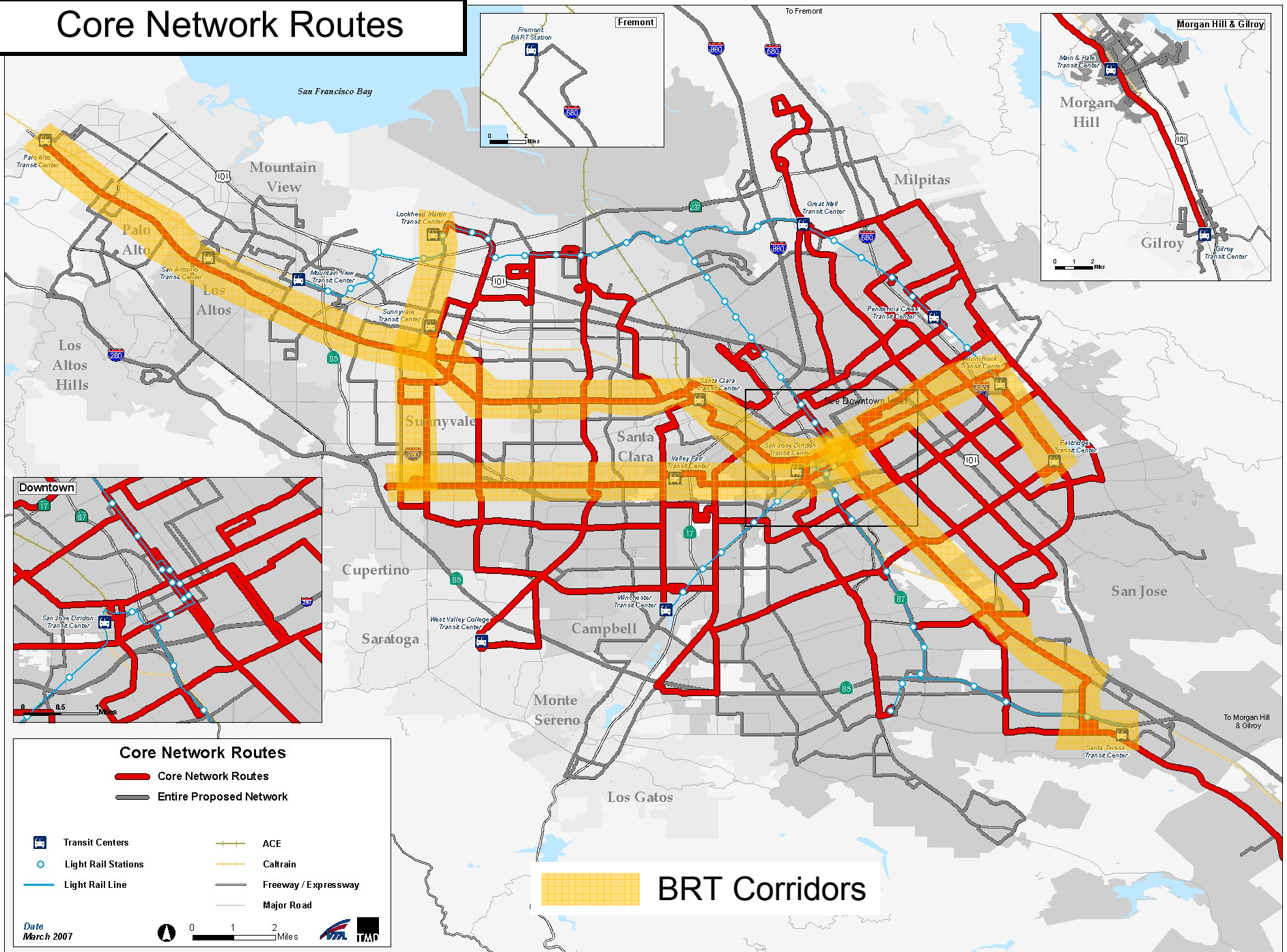
Commuters by Customer Type (2005)



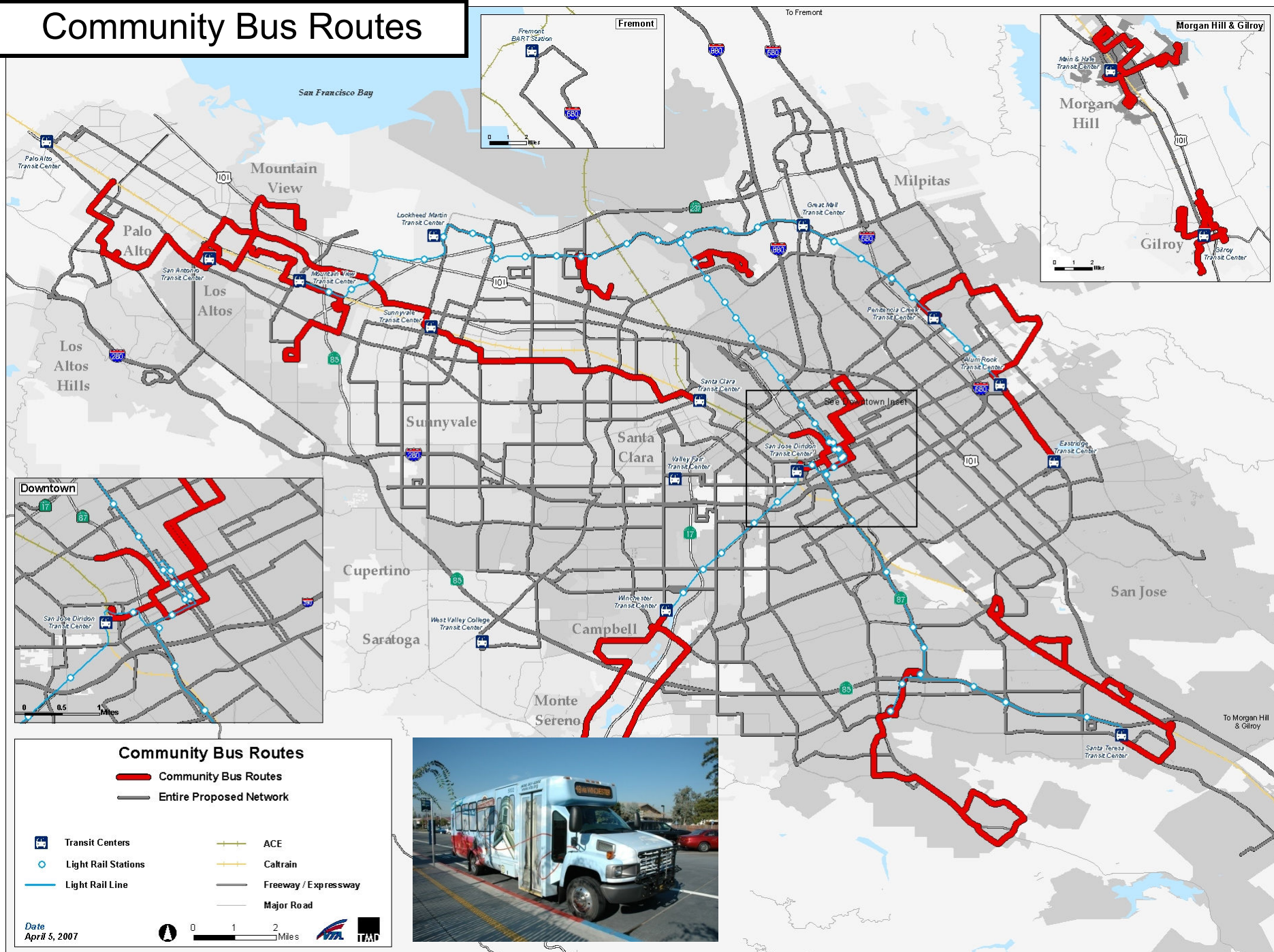
Transit Competitive Factor & Core Network Area



Core Network Routes



Community Bus Routes



Deleted/Consolidated Routes

Legend:

- Deleted/Consolidated Routes (Thick Green Line)
- Entire Proposed Network (Grey Line)
- Transit Centers (Blue Square with 'T')
- Light Rail Stations (Blue Circle)
- Light Rail Line (Blue Line)
- ACE (Yellow Line)
- Caltrain (Yellow Line)
- Freeway / Expressway (Grey Line)
- Major Road (Grey Line)

Date: March 2007

Scale: 0 to 2 Miles

Map Labels: San Francisco Bay, Mountain View, Palo Alto, Los Altos, Sunnyvale, Santa Clara, San Jose, Gilroy, Morgan Hill, Los Gatos, Monte Sereno, Campbell, Saratoga, Cupertino, San Jose Diridon Transit Center, Santa Clara Transit Center, Valley Fair Transit Center, Winchester Transit Center, West Valley College Transit Center, Alum Rock Transit Center, Eastridge Transit Center, Santa Teresa Transit Center, Great Mall Transit Center, Penitencia Creek Transit Center, San Antonio Transit Center, Mountain View Transit Center, Sunnyvale Transit Center, Lockheed Martin Transit Center, Palo Alto Transit Center, Fremont BART Station, Fremont, To Morgan Hill & Gilroy, To Fremont.

Date
March 2007

Implementation



- Service change: January 14, 2008
- Policy and market analysis informed promotional effort
- In-reach
- Ambassadors



The new VTA

Ride VTA's Frequent 15 Bus Lines!

- Line 22 Eastridge Transit Center – Palo Alto Transit Center
- Line 23 Alum Rock Transit Center – De Anza College
- Line 25 Alum Rock Transit Center – De Anza College
- Line 26 Eastridge Transit Center – Sunnyvale/Lockheed Martin
- Line 55 De Anza College – Great America
- Line 60 Winchester Transit Center – Great America
- Line 64 Almaden LRT Station – McKee & White
- Line 66 Santa Teresa Hospital – Milpitas/Dixon Road
- Line 68 Gilroy Transit Center – San Jose Diridon Transit Center
- Line 70 Capitol LRT Station – Great Mall/Main Transit Center
- Line 71 Eastridge Transit Center – Great Mall/Main Transit Center
- Line 72 Monterey & Senter – Downtown San Jose
- Line 73 Snell & Capitol – Downtown San Jose
- Line 77 Eastridge Transit Center – Great Mall/Main Transit Center
- Rapid Line 522 Eastridge Transit Center – Palo Alto Transit Center

Other VTA bus routes that provide service every 15 minutes or less during peak hours include Lines 10, 31, Express 180 & 181, and combinations of Lines 57/58 or 61/62 along corridors.

Ride VTA today!

Starting
1.14.2008

**New Service.
New Standards.
New Commitment.**

SANTA CLARA
Valley Transportation Authority

Comprehensive Operations Analysis



Lessons Learned

- Analysis drives policy development, which ultimately drives decisions
- Stakeholder involvement
 - *Early and often, at the grassroots level*
- Implementable approach, well-defined objectives
- Understand your service area
 - *Metrics can change when measuring effectiveness*
- A process for continual improvement – long range vision, incremental change
 - *Light Rail System Analysis, Express Bus Study, BRT*